



WTIC-TV

ORDER

Print Date 10/31/12

Page 1 of 4

Flight Dates 10/30/12-11/06/12

Contract / Revision 401462 - 5

Original Date / Revision
10/24/12 10/31/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2212

Alt Order # 06394766

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 16% Market Value 320312

Competing Station	% of Order	Amount
2WCCT	2%	6406
3WFSB	25%	80078
4WVIT	23%	73671
5WTNH	34%	108906
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$43,562.50	\$51,250.00	0.00	10/29/12	11/05/12	44	\$43,562.50	\$51,250.00
Totals	44	\$43,562.50	\$51,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2				\$1,800.00		0.00			
2	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2				\$550.00		0.00			
3	61	10/30/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF - -	:30	2	\$300.00	02	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2				\$300.00		0.00			
4	61	10/30/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	2	\$425.00	02	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2				\$425.00		0.00			
5	61	10/30/12	11/02/12		CM	5p-6p	- TWTF - -	:30	2	\$375.00	02	0.00	NM	2	\$750.00



WTIC-TV

Print Date: 10/31/12

Page 2 of 4

Contract / Revision **401462- 5** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2212**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-6p											
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$375.00		0.00						
6	61	10/30/12	11/02/12	M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	2	\$650.00	02	0.00	NM	1	\$650.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	61	10/29/12-11/04/12		M-F 6p-630p	6p-630p		- TWThF - - - -	:30	(\$650.00)		0.00	NM			
Credited															
7	61	10/30/12	11/02/12	M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$400.00		0.00						
8	61	10/30/12	11/02/12	M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$650.00	02	0.00	NM	2	\$1,300.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$650.00		0.00						
9	61	10/30/12	11/02/12	M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	2	\$1,000.00	02	0.00	NM	2	\$2,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$1,000.00		0.00						
10	61	10/30/12	11/02/12	M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$400.00		0.00						
11	61	10/30/12	11/02/12	M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$1,300.00		0.00						
E 12	61	10/30/12	11/02/12	M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	2	\$350.00	02	0.00	NM	1	\$350.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	2		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	61	10/29/12-11/04/12		M-F 8a-9a	8a-9a		- TWThF - - - -	:30	(\$350.00)		0.00	NM			
Credited															
13	61	11/03/12	11/03/12	Sa 10p-11p	CM	10p-11p	- - - - - 1 -	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - 1 -	1		\$1,300.00		0.00						
14	61	11/03/12	11/03/12	Sa 12p-4p	CM	1p-2p	- - - - - 1 -	:30	1	\$300.00	02	0.00	NM	1	\$300.00
				Sa 1p-2p	(1:00 PM-2:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - 1 -	1		\$300.00		0.00						
15	61	11/04/12	11/04/12	NFL on FOX Early	CM	1p-4p	- - - - - 1	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
				NFL:Sun 1-4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - 1	1		\$5,000.00		0.00						
16	61	11/04/12	11/04/12		CM	10p-11p	- - - - - 1	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00



WTIC-TV

Print Date: 10/31/12

Page 3 of 4

Contract / Revision **401462- 5** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2212**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Su 10p-11p											
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$1,500.00		0.00			
17	61	11/04/12	11/04/12	Fox News Sunday	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00	NM	1	\$200.00
				Su 9a-10a Fox News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$200.00		0.00			
18	61	10/31/12	10/31/12	Wed Prime Rotator	CM	8p-10p	--1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
				Wed 8p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$6,000.00		0.00			
19	61	11/05/12	11/05/12	M-F News at Ten	CM	10p-1030p	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
				News at Ten		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
20	61	11/05/12	11/05/12	M-F News at 11pm	CM	11p-1135p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$550.00		0.00			
21	61	11/05/12	11/05/12	M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$300.00		0.00			
22	61	11/05/12	11/05/12	M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$425.00		0.00			
23	61	11/05/12	11/05/12	M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$375.00	02	0.00	NM	1	\$375.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$375.00		0.00			
24	61	11/05/12	11/05/12	M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$650.00		0.00			
25	61	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
26	61	11/05/12	11/05/12	M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$650.00		0.00			
27	61	11/05/12	11/05/12	M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
28	61	11/05/12	11/05/12	M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WTIC-TV

Print Date: 10/31/12

Page 4 of 4

Contract / Revision **401462- 5** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/24/12/ 10/31/12Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2212**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
29	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$1,300.00		0.00		
30	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$350.00		0.00		
31	61	10/31/12	10/31/12	World Series on FOX World Series	CM	730p-11p	--1----	:30	1	\$12,000.00	02	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$12,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	61	10/29/12-11/04/12		World Series on FOX		730p-11p	--W-----	:30		\$12,000.00		0.00 NM		
<i>Credited</i>														
32	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	---1---	:30	1	\$12,000.00	01	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$12,000.00		0.00		
33	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--WTF--	:30	1	\$350.00	02	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--WTF--					1	\$350.00		0.00		
34	61	11/01/12	11/02/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	1	\$650.00	02	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					1	\$650.00		0.00		
N35	61	11/01/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	1	\$350.00	02	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---TF--					1	\$350.00		0.00		
													Totals	44 \$51,250.00